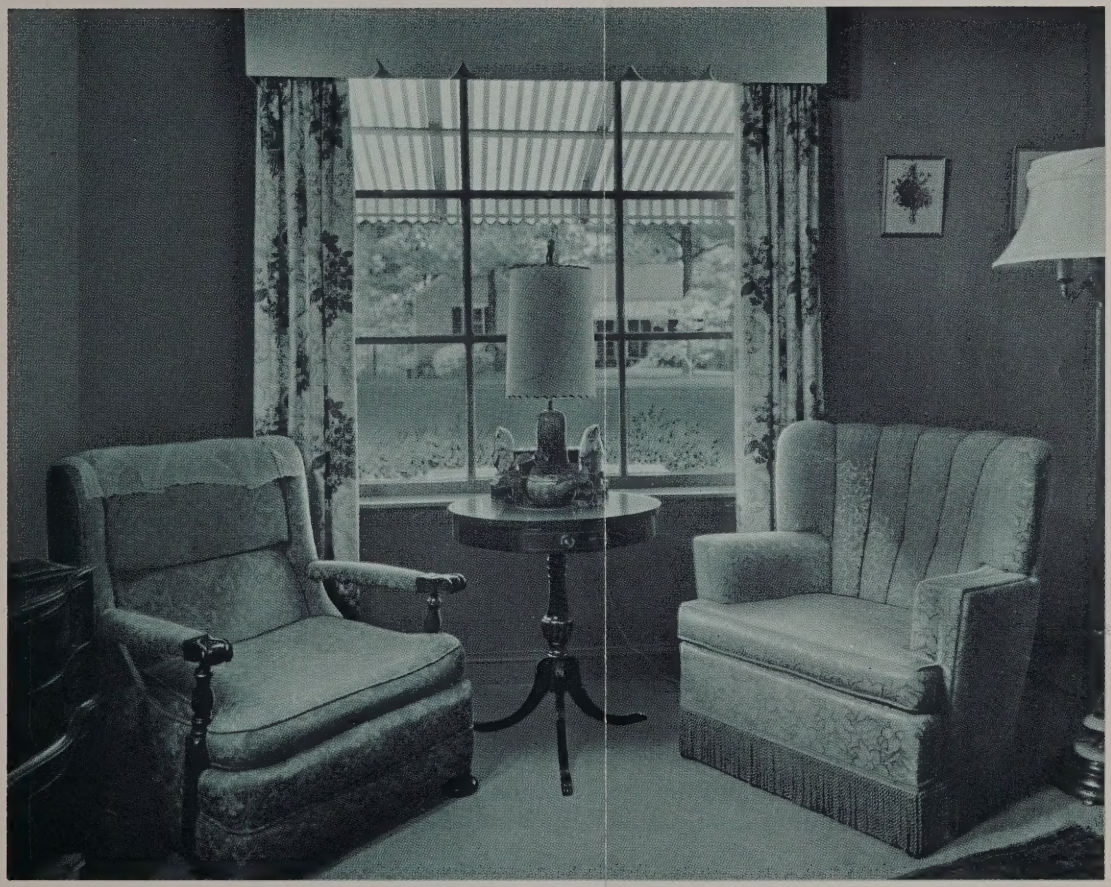
RAY-O-LITE

Plastic Awnings



Residential — Commercial

Patios – Windows – Doors – Carports

With RAY-O-LITE, **all** of your **awning** irritations magically and completely disappear. In fact, you might say, with literal accuracy, that RAY-O-LITE marks an entirely **new era** in awning manufacture — and, happily, they make possible much added beauty and charm to your home.

RAY-O-LITE Awnings, you see, do **more** than provide protection from sun and rain. They also make possible **new color treatments** which achieve architectural harmony in excellent decorative taste . . . at once adding definitely to the value of your property.

RAY-O-LITE is sturdily permanent — and its freshness of appearance is **lasting.** (This will be especially welcome information to those who have seen old-type awnings all too quickly grow faded and tattered. Yes, cloth, painted metal and wood lose little time in becoming shabby and old in appearance). In pleasant contrast, RAY-O-LITE awnings continuously look brand-new. And — **more** good news! — they do not darken your interiors . . . and they do not need to be repeatedly raised and lowered to follow the vagaries of the sun and the clouds.

TRANSLUCENT!

Midway between "transparent" and total "black-out" is that important quality — **translucence**. Plastic awnings—i.e., RAY-O-LITE — do not make your rooms dark. Instead, soft, cool, **diffused** light is freely radiated through the plastic panels. This is more than a summer advantage for it is equally desirable in winter even though the winter sun may shine less brilliantly or less frequently. In any event, you now can avoid the "headaches" of seasonal changes — because you NEVER need to go through that take-them-down-in-the-fall-put-them-back-in-the-spring routine. You just keep your RAY-O-LITE awnings at your service **every** day of the year and you have year-'round enjoyment of their smartly decorative colors and designs.

PERMANENT!

Yes, RAY-O-LITE Awnings are truly and literally permanent. You may be **sure** of this because the plastic material is in no way experimental: IT WAS THOROUGHLY TESTED DURING WORLD WAR II on sea and aircraft. You may be **certain** that it will NOT crack, split, peel, tear, warp, buckle or sag. You may be positive, also, that it canNOT be affected in the least by mildew, humidity, rot, salt-water, intense sunlight, cold, frost, snow, heat, or the common acids, alkalis or solvents. RAY-O-LITE, too, is easy to clean; it never — NEVER — needs any sort of maintenance or refinishing . . . . NEVER!

STRONG!

RAY-O-LITE is miraculously resistant to stresses, strains, vibrations — or even the sharpest blows. In some ways, it is even stronger than **steel!** Rocks? Hailstones? Baseballs from the bats of the neighbors' children? They bounce right off.

Reinforced with glass fibres, RAY-O-LITE awnings are entirely shatter-proof — they are almost unbelievably strong. The panels utilize one of the toughest resins known to science — they are molded to the desired form and shape through a special "thermoset" process. And they are supported by stout under-structures of weather-resistant aluminum, stainless steel and other unique components which insure strength and permanence — even against high winds, heavy snow, accumulated ice-loads — or other weapons of angry weather.

And, incidentally . . . . **you** may combine colors for pattern-effects **of your own devising;** stripes for any desired detail-effect can be applied as **you** direct . . . and you will have available a **wide selection** of soft pastel colors from which to create your decorative "ensemble."

ALSO — and please **note** — FREE CIRCULATION OF AIR is never sacrificed for rain protection; openings permit **unhampered** ventilation at all times.

ECONOMICAL!

With RAY-O-LITE, remember that the **first** cost is the **only** cost. It **never** need be replaced. It **never** need be re-finished or serviced. They forever look their best — they don't show their age. Durability and permanence, in themselves, have an important relation to economy, surely.

Cost estimates are gladly given — without the slightest obligation. So don't hesitate to request such an estimate **now** — for then the economy-factor will be **definite** and facilitate your decision immediately or later.

Furthermore, if you should wish to divide your payments, terms up to 36 months may be arranged. So — you may begin **now** to enjoy and take pride in your RAY-O-LITE Awnings — even if you elect to spread the low cost over as much as three years!

For

COMMERCIAL USE

special RAY-O-LITE Awnings are available — in designs instantly appreciated by progressive merchants who know the secret of attracting customers through an attractive store-front. (Architects and designers of store entrances are especially enthusiastic over RAY-O-LITE.) Window displays are always clearly visible without eye-disturbing reflections. And **AT NIGHT,** neon lighting, attached to these awnings, makes a most distinctive kind of color display — inexpensive yet highly effective advertising!

RAY-O-LITE
Reg. U. S. Pat. Off. Applied for

Awnings are manufactured by —

RAY-O-LITE *Corporation*
696 Greenwood Avenue, N. E.
ATLANTA 6, GEORGIA
EMerson 6451

NATIONAL HOME IMPROVEMENT CO.
704 BRUNSWICK AVENUE
TRENTON, N. J.
PHONE 6-3538 or 3-2329

AVERY CLASSICS

at last!

Something

NEW

Under the Sun !

TRANSLUCENT

PERMANENT

AWNINGS

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